



Security USA: The benefits of having an intelligent security service company

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Security USA Inc. is a licensed and insured "boutique" security company based in New York City. Security USA is a private company that was founded in response to an acute need for specialized security services for high-risk/high-value targets in New York. Services have expanded to multiple cities throughout the United States.

Security USA offers a "protective partnership" approach for addressing the security, safety and service challenges of protecting life and property. Founded in the aftermath of 9-11 by veterans of the Israeli Defense Forces and El Al Security, Security USA is a one-stop-shop for tailored, highly-effective, integrated security solutions for property owners and management companies that are concerned about the integration of cost, risk and reputation. Security USA offers services such as armed and unarmed security guards, executive protection, on-site security directors, risk assessments and risk containment advisory, concierge services, special event security, ground patrols, fire guard services, background checks and technology systems.

In addition Security USA also offers special services for civil disturbances (strikes and demonstrations), indoor and outdoor special events and corporate crisis management. Security USA works closely with local, state and national enforcement authorities for master security planning when required.

Security USA recognizes that each company has its own concerns - there are companies with no formal program in place, poorly defined security programs, budget restrictions leading to cutbacks or lack of support from corporate management. Recent terrorist attacks abroad on land and sea are also reminders that it is critical for property managers and owners to understand how to detect and respond to terrorist threats while insuring that public venues remain open to the public or non-public locations remain protected. Based on years of security experience in Israel and in law enforcement in the United States, the management team of Security USA personalizes security solutions for each customer. Security USA's operational philosophy is to tailor dynamic solutions in anticipation of dynamic developments ...effective security is the goal, not just the appearance of security.

Security USA operates out of offices in mid-town Manhattan at 336 West 37th St. "We are committed to the highest standards of professionalism and customer service. We deploy the latest in operational and supervisory technologies. We never forgot that this is a people business. This strategy resulted in few, if any lost accounts. Staff turnover is very low, perhaps in the low single digit range, because we pay above-average wages, treat our officers with unmatched respect and

encourage them to exercise judgment. Clients respond to the unique value proposition of Security USA and our staff responds to effective management and positive incentives. Security USA adheres to traditional core values that, much to my regret, have disappeared from our service sector," said Security USA's CEO, Rami Hahitti.

Jacob Segal, Security USA's SVP, drives the point home. "Our Israeli work ethic, training and expertise are augmented by a culture of identification with the goals and needs of our clients. Our business relationships evolve to become "protective-partnership," whereby clients recognize the value we bring to them at all levels and reward us with a long term business relationship."

Segal then adds, "An intelligent security company depends on its human capital. As such, we reach to the top of the labor-market to recruit only experienced staff and re-train them in our unique, Israeli-style, methods of effective security operations. With proper management, we get exceptional performance from our staff."

With numerous satisfied clients and an exceptional reputation, Security USA is New York's top choice for effective security solutions. Please visit www.securityusa.info for a full list of services and clients.

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